

# Together We Raise Monterey County!



**2021–2022**

Community Annual Report

**In the first five years of a child's life, critical brain connections are made that shape lifelong learning.** By age five, a child's brain has grown to 90% of adult size. Research shows that high-quality early childhood education provides up to a 14% return on investment. By investing in child care we have safer communities, better health care, and better education outcomes. How we nurture and support our children today will impact their future success in school and in life.

Since 1999, First 5 Monterey County (F5MC) has supported children, families, early childhood educators and care providers. Thanks to F5MC and partners, children have had more access to services supporting their healthy development. Parents and caregivers have developed confidence and additional tools to support their families. The early childhood workforce has learned skills to provide quality education for young children.



# Together We Raise Monterey County!



## Our Vision:

All children reach their unique potential in a family and community that values, respects, and invests in early childhood.

## F5MC Guiding Principles:

Equity Focused

System Innovators

Relationship Based

Reflective

Good Stewards

Since 1999, First 5 Monterey County (F5MC) has been dedicated to supporting children prenatal to age five and their families in three impact areas:



### Impact 1

Children receive services that contribute to their overall **health and safety**



### Impact 2

Children have high-quality early childhood experiences, **child care and education**



### Impact 3

Children are at the center of **policies and legislation**



First 5 Monterey County's work affects the overall health of our community and economy. The organization's services, especially around child care, ensures that parents can go to work, children receive quality care and they are learning the skills they need in life. F5MC's services are what enable our workforce – doctors, teachers, hospitality, agriculture – to thrive."

— **Monica Lal**, President/CEO  
Monterey Peninsula  
Chamber of Commerce



# “I have hope.

I felt that people were working to help my family, to help me and my daughter.”

— Erika, First 5 Parent



**Erika** and her husband joined a local playgroup to connect with other parents and develop their parenting skills. Playgroups are part of a First 5 Monterey County network that coordinated services for Erika including identifying her postpartum depression and connecting her with a therapist to support her mental health. “When I started talking to people through First 5, things started happening. It becomes almost like a little family kind of when you’re working with the First 5 people. You have a community of people who are there to help. It’s nice to know that it’s available if you need it.”

First 5 Monterey County is providing for children 0-5 and their families by responding to the **needs of today and the future**. Here are just a few highlights of our efforts:

**19,509** children, parents, caregivers, providers and educators supported during FY 2021-2022



## Children receive services that contribute to their overall health and safety

**3,660**

children and parents received personalized **connections to services**, such as speech therapy, mental health therapy, etc.



**1,057**

children were **screened to improve children's health** and prevent learning delays

**4,325**

**COVID-19 home tests** distributed with partners



**1,291**

**home visits** supported the positive development of pregnant parents and young children ages 0-2



## Children have high-quality early childhood experiences, child care and education

**653**

parents engaged with early childhood educators in **dual language learning program**



**3,000+**

**kits for new parents** distributed to parents



**533**

children participated in a **dual language learning program** in English and Spanish

**524**

Hartnell and MPC **students supported** to complete their early childhood education degree to address the teacher shortage



**874**

**trainings for early childhood educators**, child care providers and social service partners to ensure high quality service delivery to an estimated 7,000 children



**600+**

**free books** in the community

# F5MC At-A-Glance



## Children are at the center of policies and legislation

**500+**

advocates supported through workshops, information sharing, and meetings with legislators

**6**

Legislative asks supported by F5MC were enacted into legislation, including funding for paid family leave, expanded access for child care programs, and housing assistance for pregnant and new parents



**≈70**

advocates met with state and federal legislators



**≈150**

parents trained on advocacy skills

## First 5 Monterey County Financials

**\$6,523,430** Programs and Services

**\$805,391** Administration

**\$525,845** Evaluation

**\$7,854,666** Invested



First 5 Monterey County, also known as the Monterey County Children and Families Commission, was established with the passage of Proposition 10 in 1998. Proposition 10 is a statewide initiative that provides a dedicated source of funding for programs serving children from the prenatal stage through age 5 and their families. This voter approved proposition adds a 50-cent per pack tax to all tobacco products. Funds are collected statewide and distributed to each county based upon annual birth rates. First 5 Monterey County was established in 1999 and is the independent public agency responsible for administering Proposition 10 funds in Monterey County and is governed by a board of Commissioners.



“  
First 5 programs go above and beyond, motivating me  
and pushing me forward. Even when times are tough,  
**I’m encouraged to  
be a better mom.**

— **Natalie**, First 5 Parent

As a single mom to three children, twin 3 year old boys and a one year old girl, Natalie surrounds herself with friends, family and other community supports. Natalie connected with several First 5 funded services through the F5MC Home Visiting partnership with CalWorks.

“They give us the support that we need, helping me watch my children’s development and teaching me different activities that I can show them.”

Natalie also talks about how she has grown as a parent thanks to the support she’s received, “I feel like with having three kids, my patience is not always where I feel like it should be, but I received techniques and tips on how to be more patient with my kids. I try not to rush them into doing things too fast, but help them develop and grow.” First 5 funded services help families focus on their children’s needs and help them reach their individual potential.

